

BetterManagement Presents

Treating the Gatekeeper as a Resource & Defining Your Value to the Executive

Technical Requirements

- Access webcast using Microsoft Internet Explorer
- Disable any pop-up blockers to participate in polling
- Audio streaming available via the web
- Audio Bridge Option: 866-232-9440 or 646-216-4800
- Audio Bridge PIN: 5137515 #
 - Dial *0 once connected to speak with an operator

BetterManagement Presents

Treating the Gatekeeper as a Resource & Defining Your Value to the Executive

Featuring:

Dr. Steve Bistritz

President, SellXL.com

***The New Playbook
for Professional
Salespeople***

***STEPHEN J. BISTRITZ, Ed.D.
www.sellxl.com***

FOREWORD BY NEIL RACKHAM
bestselling author of *SPIN Selling*

**SELLING
TO THE
C-SUITE**

WHAT EVERY EXECUTIVE
WANTS YOU TO KNOW
ABOUT SUCCESSFULLY
SELLING TO THE TOP

**NICHOLAS A.C. READ
STEPHEN J. BISTRITZ, Ed.D.**

Defining the Relevant Executive

The executive who initiated the project or application associated with the sales opportunity

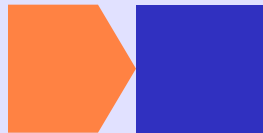


The executive who stands to **gain the most** or **lose the most** by the outcome of the project or application associated with the sales opportunity

This is the ***relevant executive*** for the sales opportunity

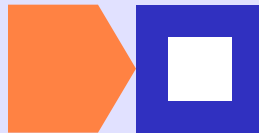
Four Approaches to Gaining Access

Overt



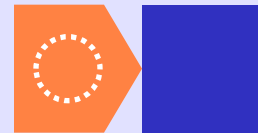
Implement an **overt** approach via the telephone or using a phone call, preceded by an email or letter

Sponsor



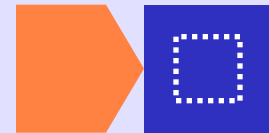
Use a credible **sponsor** within the client's organization to help secure access

Referral



Use a **referral** (someone outside the client's organization), such as a consultant, business associate or friend

Gatekeeper



Treat the **gatekeeper** (AA, secretary or the like) as a resource and use them to help secure access

Research on Selling to Executives

Q Assuming your company was considering a major purchase, how likely would you be to schedule a meeting with a salesperson if the request came from...

A

	Always	Usually	Occasionally	Never
A recommendation from someone inside your company	16%	68%	16%	0%
A referral from outside the company	8	36	44	12
A letter from a salesperson followed by a direct call	4	20	40	36
A direct telephone call from a salesperson	0	20	36	44

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Preparing Your Approach

Outline for the Initial Telephone Call on the Executive

Introduction

Brief introduction to why you're contacting the executive
Explain your connection to the person who referred you to the executive, if appropriate

Purpose

Be clear and specific as you explain the purpose of the call

Credibility

Explain the homework you've done on their organization and communicate how you've helped other companies address similar challenges

Commitment and Action

Propose a clear and specific action for the executive

How to Address Roadblocks

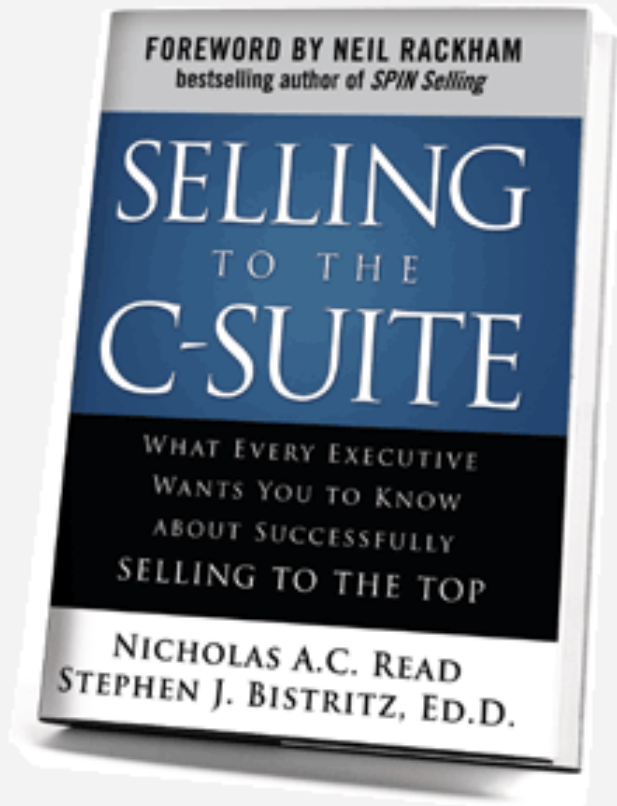


What are the causes of roadblocks?



What techniques can be implemented to address or circumvent them?

Selling to the C-Suite



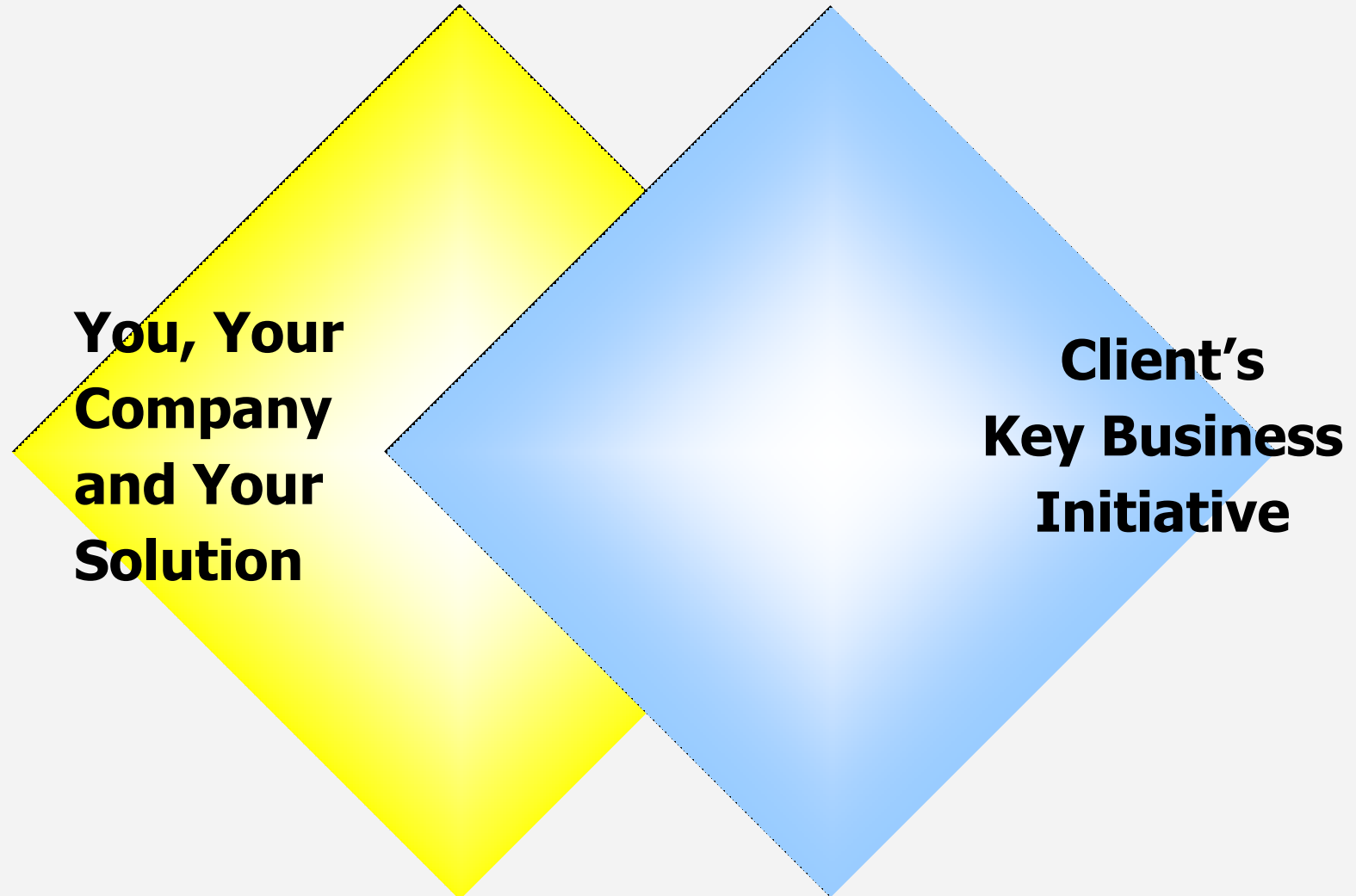
- *Gaining initial access to senior client executives is an important first step in establishing successful and loyal relationships*
- *Executives say that the best way to gain access to them is by using a credible sponsor within their organization or treating the gatekeeper as a resource*

Creating a Value Proposition

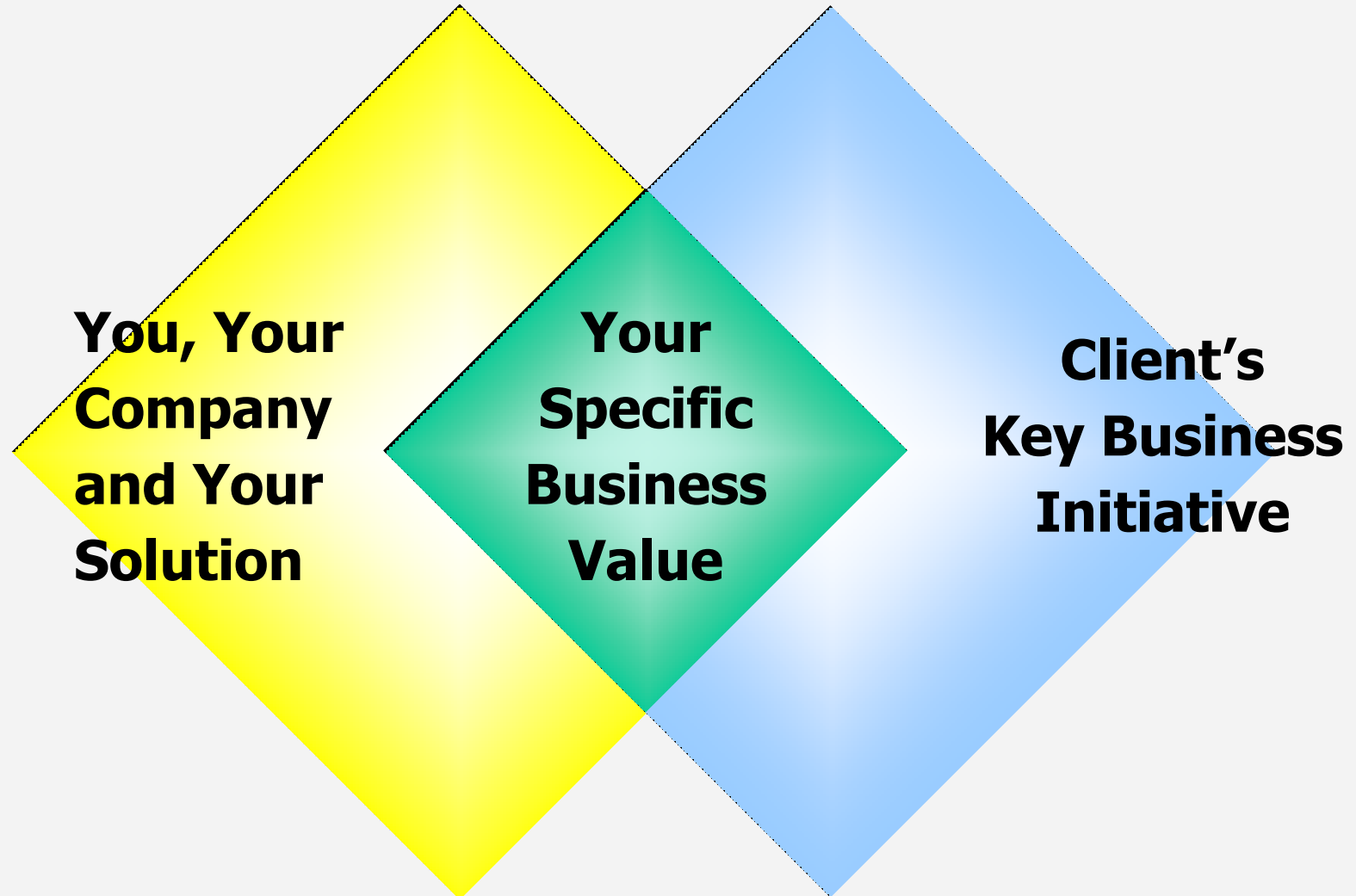


**You, Your
Company
and Your
Solution**

Creating a Value Proposition



Creating a Value Proposition

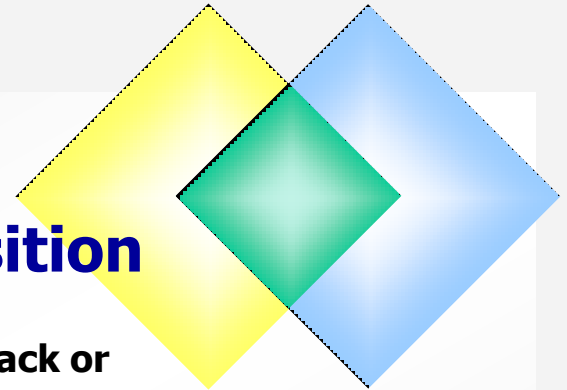


Creating a Value Proposition

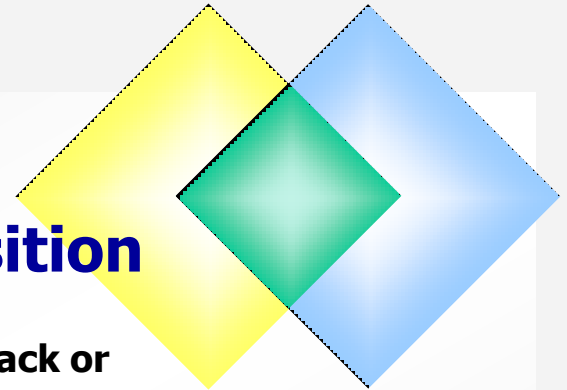
Key Elements of a Value Proposition

Addresses the client's issue(s) and focuses on payback or consequences as it relates to the client's breakthrough initiative

◆ What's important to them?



Creating a Value Proposition



Key Elements of a Value Proposition

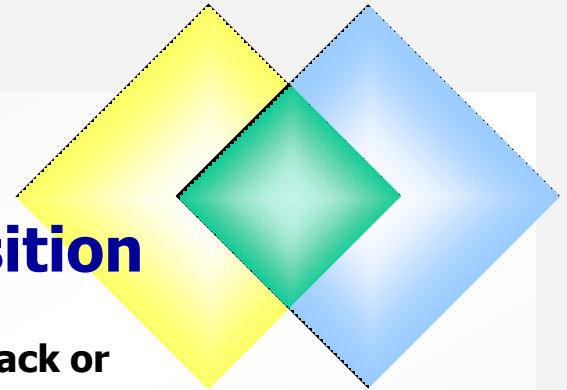
Addresses the client's issue(s) and focuses on payback or consequences as it relates to the client's breakthrough initiative

◆ **What's important to them?**

Describes how we can help, in both a qualitative and quantitative form

◆ **How does our solution create value for them?**

Creating a Value Proposition



Key Elements of a Value Proposition

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◆ **How does our solution create value for them?**

Might include an example of how we addressed a similar problem at another company

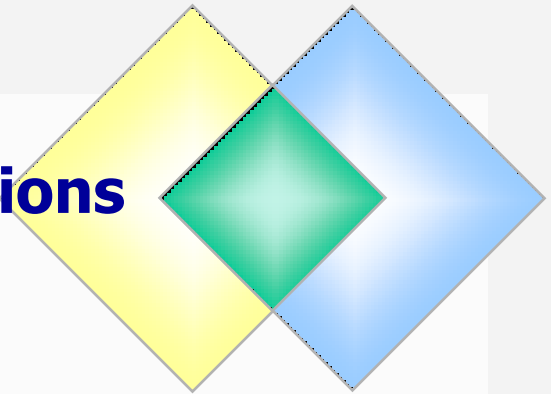
◆ **How can we demonstrate our capability?**

Creating a Value Proposition

The Next Level – Additional Questions



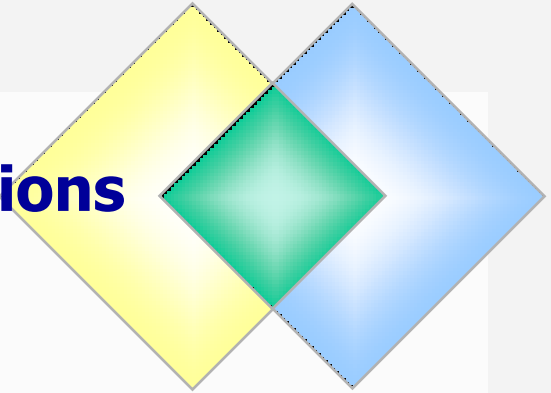
Will the client perceive our solution as offering competitive advantage?



Creating a Value Proposition

The Next Level – Additional Questions

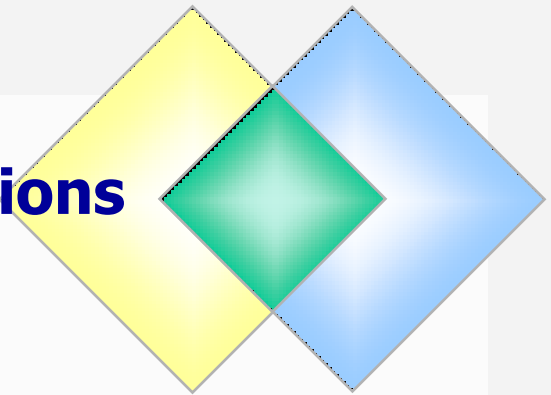
- ◆ Will the client perceive our solution as offering competitive advantage?
- ◆ Can we clearly differentiate our solution from those of our competitors?



Creating a Value Proposition

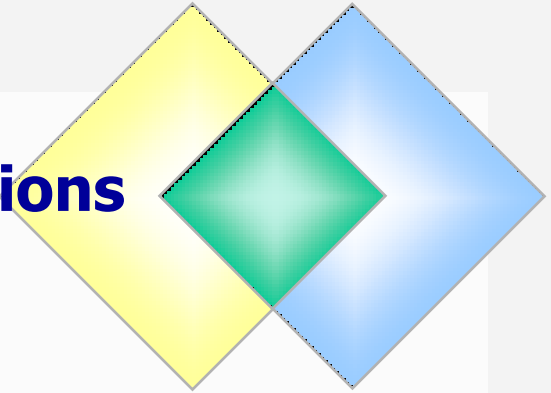
The Next Level – Additional Questions

- ◆ Will the client perceive our solution as offering competitive advantage?
- ◆ Can we clearly differentiate our solution from those of our competitors?
- ◆ Are we able to quantify the specific business value of our solution, using the client's metrics?



Creating a Value Proposition

The Next Level – Additional Questions



- ◆ **Will the client perceive our solution as offering competitive advantage?**
- ◆ **Can we clearly differentiate our solution from those of our competitors?**
- ◆ **Are we able to quantify the specific business value of our solution, using the client's metrics?**
- ◆ **Does our value proposition create a sense of urgency for the client to take immediate action?**

Format of a Value Proposition

You should be capable of _____ by _____

through the ability to _____ .

This will require an investment of _____ ,

which will be returned within _____.

Format of a Value Proposition

You should be capable of _____ by _____
describe the impact *monetary units*
or %

through the ability to _____ .
describe the new situation

This will require an investment of _____ ,
state the cost of the solution

which will be returned within _____ .
estimate the time frame for return

Value Proposition Example

You should be capable of reducing annual travel expenses, resulting in annual savings of \$5.9M, by implementing our Telepresence System. This will require an investment of \$5.3M, which will be returned in 11 months.

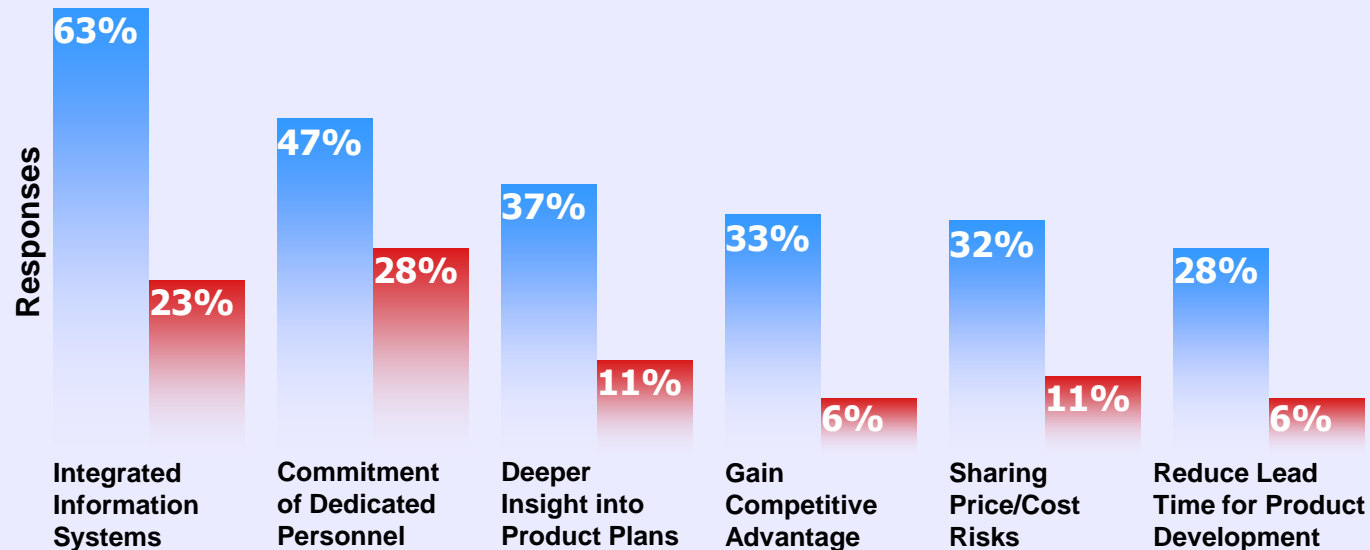
We implemented a similar solution at Acme Transfer Company, who began achieving an annual savings of \$7.5M during the first year of installation.

Perception of Value

Q

When you have formed “partnerships” with strategic suppliers, what benefits did you expect and what did you actually receive?

A

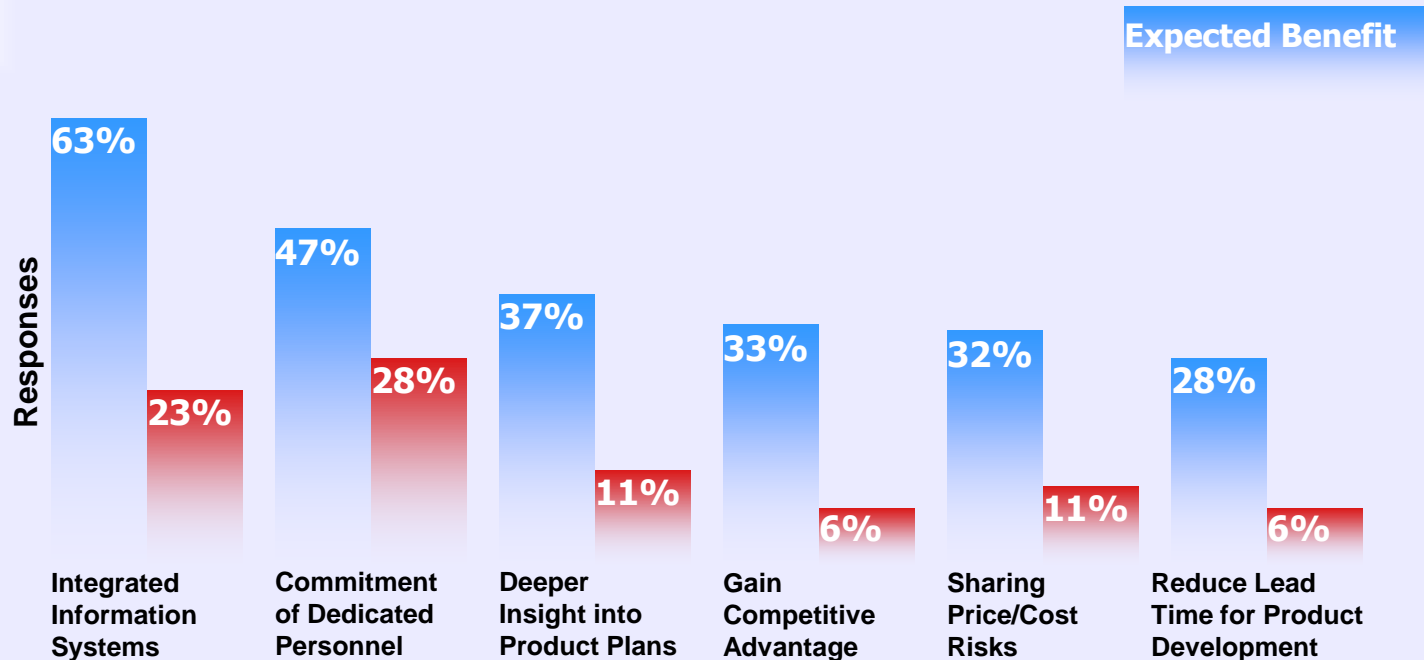


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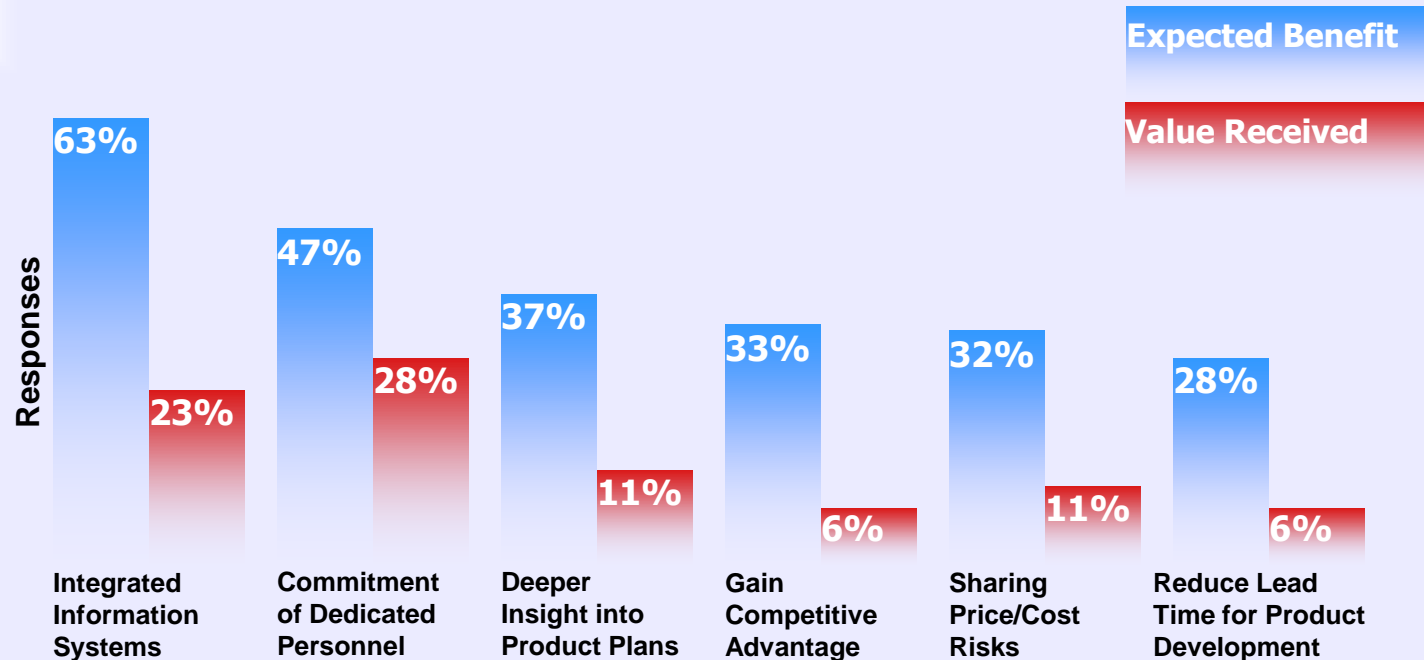


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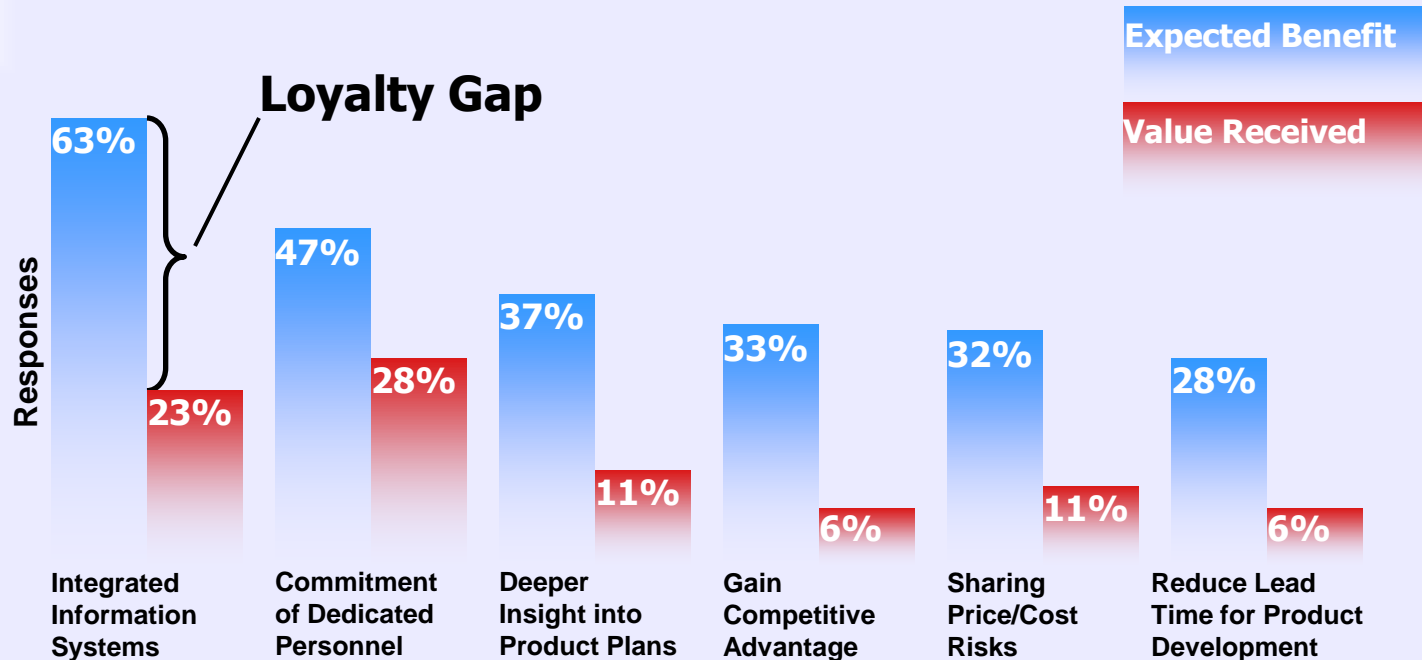


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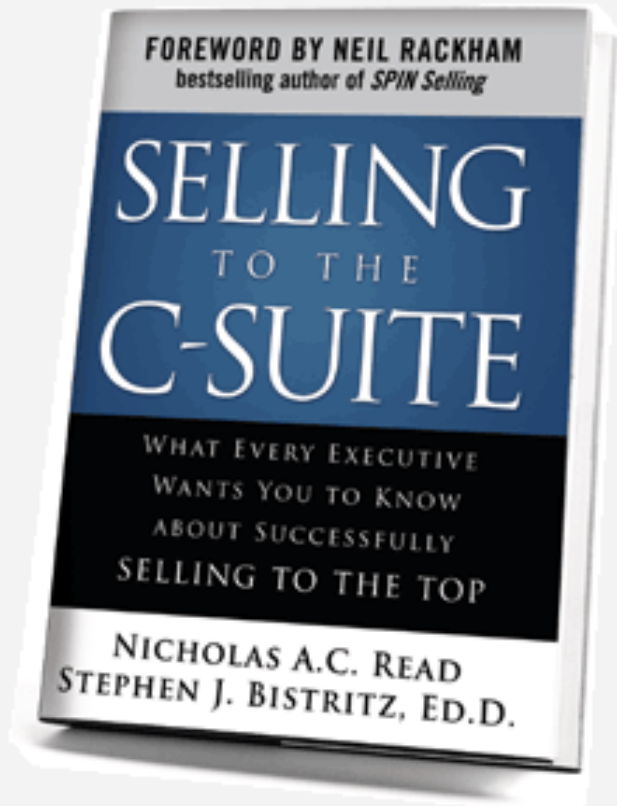
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Selling to the C-Suite



- ***Creating and delivering specific business value differentiates you from your competitors***
- ***Make certain you take the time to communicate your value to senior client executives on a regular basis – don't assume they fully understand your value***



Question & Answer Session



Visionary perspectives for management insights

BetterManagement Presents

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**Thank You for Attending
Today's Audio Seminar**

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